



HERE'S A NOVEL IDEA.

Just pass this survey on to a friend who smokes and is 21 years of age or older. Have 'em fill it out and mail it back to us. And (now for the plot twist) if they qualify, they could be in for some great free offers and big-time savings on their favorite cigarettes.

Talk about your happy endings.

☐ Mr. ☐ Mrs. ☐ Ms. _____
 Address _____
 City _____ State _____ ZIP _____
 Phone Number (____) _____

By responding to this survey and signing below, I certify that I am a smoker 21 years of age or older. I am also willing to receive free cigarettes and branded incentive items in the mail subject to applicable state and federal law.

X _____
 Signature (required) Birth Date (required)

1. What is your regular brand of cigarettes that is, the brand you smoke most often?

 (brand)
 2. Is your regular brand: ? (Check one.)
☐ Regular/King Size ☐ 100's ☐ 120's

3. Is your regular brand: ? (Check one.)
☐ Menthol ☐ Non-Menthol

4. Is your regular brand: ? (Check one.)
☐ Filter ☐ Non-Filter

5. Is your regular brand: ? (Check one.)
☐ Lowtar/Long Tar ☐ Full Flavor
☐ Light/Mild ☐ Medium
☐ Ultra/Extra Low Tar

6. Do you usually buy it by the: ?
 (Check one.)
☐ 10's ☐ 20's ☐ 100's

7. How long have you smoked this brand?
☐ Less than 1 year ☐ 1 to 5 years
☐ 1 to 2 years ☐ Over 5 years
☐ 2 to 3 years

8. What, if any, was your previous brand?

 (brand)

9. The next time you go to the store, if your regular brand were not available, what would you do? (Check one.)
☐ Go to another store to buy my regular brand.
☐ Buy another type or length of my regular brand.
☐ Wait until the store has my regular brand.

10. Which of the following statements best describes the way you use cigarette coupons? (Check one.)
☐ I use almost any cigarette coupon I get.
☐ I occasionally use coupons for cigarettes, even if they are not for my regular brand.
☐ I only use coupons if they are for my regular brand.
☐ I never use coupons to buy cigarettes.

11. If your regular brand were not available, which of the following brands would you consider buying? (Check all that apply.)

- | | | |
|-------------------------------------|---|--|
| <input type="checkbox"/> Alpine | <input type="checkbox"/> Camel | <input type="checkbox"/> Picnic |
| <input type="checkbox"/> Blue | <input type="checkbox"/> Kent | <input type="checkbox"/> Raleigh Extra |
| <input type="checkbox"/> Benson & | <input type="checkbox"/> Kool | <input type="checkbox"/> Salem |
| <input type="checkbox"/> Hedges | <input type="checkbox"/> Magna | <input type="checkbox"/> Sterling |
| <input type="checkbox"/> Best Buy | <input type="checkbox"/> Marlboro | <input type="checkbox"/> New Brand |
| <input type="checkbox"/> Best Value | <input type="checkbox"/> Merit | <input type="checkbox"/> Generic |
| <input type="checkbox"/> Bristol | <input type="checkbox"/> Misty | <input type="checkbox"/> Superlites |
| <input type="checkbox"/> Buckle | <input type="checkbox"/> Monarch | <input type="checkbox"/> True |
| <input type="checkbox"/> Cambridge | <input type="checkbox"/> Monarch | <input type="checkbox"/> Vantage |
| <input type="checkbox"/> Camel | <input type="checkbox"/> More | <input type="checkbox"/> Victory |
| <input type="checkbox"/> Capital | <input type="checkbox"/> Newport | <input type="checkbox"/> Virginia |
| <input type="checkbox"/> Carlton | <input type="checkbox"/> New | <input type="checkbox"/> Viceroy |
| <input type="checkbox"/> Doral | <input type="checkbox"/> Parliament | <input type="checkbox"/> Winston |
| <input type="checkbox"/> Navy | <input type="checkbox"/> Other (list below) | |

12. Please list all the brands of cigarettes you smoked at least one pack of in the past two weeks. How many packs did you smoke of each brand? Use as many lines as you need. Write in exact number of packs for each brand below. (Note: 1 carton = 10 packs.)

Brand Name # of Packs

13. Where do you usually buy your cigarettes? (Check one.)
☐ Supermarket Chain
☐ Neighborhood Grocery
☐ Convenience/Low Station
☐ Drug Store/Pharmacy
☐ Discount Store

14. How often do you use special in-store cigarette offers, such as a free gift with purchase, a 2-for-1, or special prices?

Frequently Occasionally Never

I look for special offers for my regular brand. ☐ ☐ ☐

I take advantage of special offers for brands other than my regular brand. ☐ ☐ ☐

15. Are there other smokers in your household 21 years of age or older? Please print full names, birth dates and regular brands.

First Name M.I. Last Name

Birth Date Regular Brand

First Name M.I. Last Name

Birth Date Regular Brand

16. Do you have a friend, 21 years of age or older, who smokes and would like to receive free cigarettes and incentive items in the mail? Please print full name and phone number.

Name _____

Area Code _____ Phone Number _____

17. Which of the following best describes you? (Check one.)

- | | |
|---|--|
| <input type="checkbox"/> White | <input type="checkbox"/> Asian |
| <input type="checkbox"/> African-American | <input type="checkbox"/> American Indian |
| <input type="checkbox"/> Hispanic | |
| <input type="checkbox"/> Other | |